

Commissioner for Patents
Reply to Office Action of January 27, 2005
Page 2

Serial No.: 09/745,483

AMENDMENTS TO THE CLAIMS

This listing of the claims replaces all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS

1. Cancelled.

2. (Currently Amended) A ~~The~~ system as described ~~claimed~~ in claim 13, further comprising means for storing said video signal after said segments have been removed therefrom.

3. (Currently Amended) A ~~system as described in claim 1 further comprising~~ A system for extracting advertising or other promotional segments from a video signal comprising:

means for converting, if required, the video signal to a digital format;

means for storing said video signal in a database;

means for scanning said video signal for the presence of predetermined characteristics; means for associating said characteristics with a start and an end of each said segments; and

means for storing said segments without the rest a remainder of said video signal.

4. (Currently Amended) A ~~The~~ system as described ~~claimed~~ in claim 1-3 further comprising means for separately storing said segments and the ~~rest~~ remainder of said video signal.

5. (Currently Amended) A ~~The~~ system as described ~~claimed~~ in claim 1-3 wherein said predetermined characteristics include ~~the a~~ a presence of a black frame before and after said

Commissioner for Patents
Reply to Office Action of January 27, 2005
Page 3

Serial No.: 09/745,483

segment.

6. (Currently Amended) A-~~The system as described-claimed~~ in claim 1-3 wherein said predetermined characteristics include ~~the a~~ presence of a predetermined video internal time code cue.

7. (Currently Amended) A-~~The system as described-claimed~~ in claim 1-3 wherein said predetermined characteristics include ~~the a~~ presence of a higher average audio level.

8. (Currently Amended) A-~~The system as described-claimed~~ in claim 7 wherein said audio level is at least 3% higher than that of ~~thean~~ immediately preceding portion of the video signal.

9. (Currently Amended) A-~~The system as described-claimed~~ in claim 8, wherein the ~~increase in the~~ higher average audio level is between 3% and 6% of that of the immediately preceding portion of the video signal.

10. (Currently Amended) A-~~The system as described-claimed~~ in claim 1-3, wherein said predetermined characteristics include a predetermined duration ~~ferof such-said~~ segments.

11. (Currently Amended) A-~~The system as described-claimed~~ in claim 10, wherein said duration is 15 seconds or a multiple thereof.

12. (Currently Amended) A-~~The system as described-claimed~~ in claim 1-3 further comprising means ~~to-for store-storing~~ said segments in a database.

13. (Currently Amended) A-~~The system as described-claimed~~ in claim 12 further comprising means ~~to-for store-storing~~ predetermined information relating to said segments in a database.

Commissioner for Patents
Reply to Office Action of January 27, 2005
Page 4

Serial No.: 09/745,483

14. (Currently Amended) ~~A-The system as described-claimed in claim 13 wherein said information includes the-a source of the video signal, the-a start time and date, the-an end time and date, and a summary of the-a content of the segment.~~

15. (Currently Amended) ~~A-The system as described-claimed in claim 12 further comprising means to-storefor storing frames extracted from each said segment at predetermined time intervals.~~

16. (Currently Amended) ~~A-The system as described-claimed in claim 15 further comprising means to-store for storing predetermined information relating to said segments in a database.~~

17. (Currently Amended) ~~A-The system as described-claimed in claim 16 wherein said information includes the-a source of the video signal, the-a start time and date, the-an end time and date, and a summary of the-a content of the segment.~~

18. Cancelled.

19. (Currently Amended) ~~A-The method as described-claimed in claim 18-20 further comprising the following steps: a-~~

~~storing said segments in a database, and b-~~

~~storing said characteristics in a database.~~

20(Currently Amended) ~~A method as described in claim 18 wherein A method for tracking and retrieving advertng segments from a television signal, comprising:~~

~~converting, if required, the television signal to a digital format;~~

~~storing said digital television signal in a database;~~

Commissioner for Patents
Reply to Office Action of January 27, 2005
Page 5

Serial No.: 09/745,483

scanning the television signal for the presence of predetermined characteristics; identifying a start and an end of said advertising segments using said predetermined characteristics; and
creating a signature is created for each segment with the use of frames taken at
predetermined intervals between the start and the end of each segment.

21. (Currently Amended) A The method as described claimed in claim 20 wherein each signature is stored in a database.

22. (Currently Amended) A The method as described claimed in claim 21 wherein said segments are selectively retrieved from said database.